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COMMUNICATIONS SUPPORT FOR HEALTH PROGRAM (CSH)

QUARTERLY REPORT

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Acronyms

BCC	Behavior Change Communication
CHAMP	Comprehensive HIV AIDS Management Program
COMPACT	Community Mobilization for Preventive Action project
CSH	Communications Support for Health
GDA	Global Development Alliance
GRZ	Government of the Republic of Zambia
HCRC	Health Communication Resource Center
IEC	Information, Education and Communication
ITN	Insecticide-treated nets
IYCN	Infant and Young Child Nutrition
M&E	Monitoring and Evaluation
MCP	Multiple and concurrent sexual partnerships
MDG	Millennium Development Goals
MOH	Ministry of Health
MNCH	Maternal, Newborn and Child Health
NAC	National HIV/AIDS/STI/TB Council
NASF	National AIDS Strategic Framework
NGO	Non-governmental organization
NMCC	National Malaria Control Center
PMTCT	Preventing Mother to Child Transmission
PMU	Project management unit
SAF	Strategic activities fund
SHARe	Supporting the HIV/AIDs Response in Zambia
STEPS-OVC	Sustainability through Economic Strengthening, Prevention and Support for Orphans and Vulnerable Children, Youth and other Vulnerable Populations Program
STIs	Sexually Transmitted Infections
TB	Tuberculosis
USAID	United States Agency for International Development
WAD	World AIDS Day
ZHECT	Zambia Health Education and Communications Trust
ZISSP	Zambia Integrated Systems Strengthening Program

1. EXECUTIVE SUMMARY

This quarter, CSH continued to build the GRZ's capacity to plan and implement IEC/BCC campaigns by carrying out the following activities: maintain the momentum of the *Safe Love* campaign; developing the strategy and communication plans for the integrated Malaria; MNCH and nutrition campaign; and conducting formative research for the upcoming safe motherhood campaign. GRZ staff received formal IEC/BCC training through two Behavior Centered Programming workshops. Sub-grantees CHAMP and Afya Mzuri both received funds and began to carry out planned tasks for their expansion. During the month of September, all CSH staff took part in a two day team building workshop and three day workshop to develop the project's 2012 activities.

Major Accomplishments

- Held design workshop for the integrated Malaria campaign in July
- Promoted the *Safe Love* campaign during a number of national events such as the Agricultural and Commercial Show and Kulamba traditional ceremony
- Began to develop a monthly health newspaper insert called *Live Today* to encourage public discussion about HIV and reproductive health
- Conducted formative research for the safe motherhood campaign
- Sub-grantees Afya Mzuri and CHAMP received grants and began to implement activities such as recruitment and renovations
- Danya International and McCann Healthcare were awarded sub-contracts to provide IT and marketing services to grantees
- Held two more Behavior Centered Programming (BCP) trainings, bringing the total of GRZ staff trained in BCP to 36
- All CSH staff participated in a team building workshop
- Held 2012 work planning session

Planned Activities not Undertaken

- BCP training for NAC
- Finalization of national HIV and Malaria communication strategies
- Quarterly IEC/BCC USG Coordination Meeting
- Producing first issue of *Live Today* health newspaper insert

Plans for Next Quarter

- Launch integrated Malaria, MNCH and nutrition campaign in November.
- Launch new *Safe Love* products including *Live Today* health newspaper insert, radio drama series, and *Safe Love All Stars* artist call to action.
- Finalize Media 365 contract to begin work on *Safe Love* TV drama series.
- Support NAC in commemorating World AIDS Day in combination with *Safe Love* Luapula provincial launch on December 1.
- Support NAC to launch and disseminate the National HIV/AIDS Communication and Advocacy Strategy during the Prevention Convention, 22-24 November.
- Hold a stakeholders workshop to develop the communication strategy and roll out plan for the safe motherhood campaign.
- Finalize, print, and disseminate national communication strategies for; HIV/AIDS, Male Circumcision and Malaria communication.
- Develop concept on the 1000 days nutrition campaign.

2. PROJECT ACCOMPLISHMENTS

IR 1: National health communications campaigns strengthened

Sub-IR 1.1: Integrated malaria, MNCH and nutrition campaigns expanded

Major Tasks

Integrated Malaria, MNCH and Nutrition Campaign

In July, CSH convened a design workshop in partnership with GRZ, USG partners, and other national stakeholders to develop a campaign communication strategy, creative briefs and agree to areas of integration between malaria, MNCH and nutrition. CSH is in the process of engaging media houses to produce campaign products in readiness for the launch. The launch is scheduled for 14th November, 2011 in Mongu, Western Province.

Products and Outputs:

- Campaign communication strategy
- Creative briefs and campaign roll out plan

Challenges

There was low participation from the MOH Health Promotion Unit at the design workshop.

Proposed Solutions

Continue to hold discussions with MOH to encourage their participation in strategic workshops.

Plans for Next Quarter

- Launch campaign in November
- Develop a campaign rollout plan to four provinces (Northern, Eastern, Western, Luapula)
- Develop campaign products

Sub-IR 1.2: Comprehensive HIV prevention campaigns expanded

Major Tasks

Safe Love Campaign

The campaign design team worked on a number of activities and products for the expansion of the *Safe Love* campaign:

- Produced drafts of episode 1–3 of the radio drama series.
- Drafted and pretested the first issue of monthly health newspaper insert *Live Today*. The insert will provide a platform for discussion about HIV and other health issues which are relevant to the *Safe Love* campaign.
- Prepared for Lusaka Provincial launch of *Safe Love*
- Reran the teaser campaign in national newspapers, in addition to printing additional flyers and posters on the dangers of multiple and concurrent sexual partnerships (MCP) and the importance of condom use.
- Reviewed 10 teaser ads produced in 7 local languages

Routine Activities

To create awareness about the *Safe Love* campaign and key messages, the campaign exhibited under NAC at the following national routine events:

- International Trade Fair in Ndola from 1-4 July, 2011

- Zambia Agriculture and Commercial Show in Lusaka from 29 July–1 August, 2011
- Kulamba Traditional Ceremony of the Chewa People in Katete from 24-27 August, 2011

Products and Outputs:

- Draft *Live Today* health newspaper insert
- Pretest report on health newspaper insert
- Draft scripts for episodes 1-3 of radio drama series
- 10 radio teaser spots in 7 local languages
- Draft VCT flier

Challenges

Signing contracts with media houses took longer than expected.

Proposed Solutions

CSH staff will improve on the planning and execution of activities

Plans for Next Quarter

- Produce the first three episodes of radio drama series for *Safe Love* campaign.
- Produce first three issues of *Live Today* monthly health newspaper insert.
- Hold dual launch of *Safe Love* campaign and *Safe Love All Stars* artist call to action in Lusaka.
- Support NAC in commemorating World AIDS Day in combination with *Safe Love* Luapula provincial launch.
- Support NAC to plan the Prevention Convention from 22-24 November.
- Finalize VCT brochure and review existing HIV education materials on alcohol, gender based violence, and youth.

Sub-IR 1.3 Evidenced-based multi-channel health communications campaigns increased

Major Tasks

Safe Motherhood Campaign

CSH and MOH conducted formative research for the Safe Motherhood campaign in three provinces (Eastern, Copperbelt and Southern provinces). Forty four focus group discussions were held. The main objective of this study was to learn about factors that influence safe motherhood behaviors in order to inform the development of messages and strategies for the campaign.

Routine Activities

Safe Motherhood Week: CSH supported MOH in launching Safe Motherhood Week from 29th July to 3rd August. Prior to the launch, CSH assisted MOH in holding a creative design workshop to review existing materials and develop themes and messages for the week's activities. CSH provided technical assistance and funding for the development and production of drama performances, posters and radio spots.

Products and Outputs

- Safe Motherhood Campaign
 - Formative research conducted
- Safe Motherhood Week
 - Community drama scripts and performances

- Radio spots
- Poster

Challenges

Developing materials and working with vendors took longer than expected. Furthermore, MOH insisted on planning and implementing Breastfeeding Week activities using the same traditional methods, leading to delays in planning of events and development of materials, and repetition of the activities from previous years.

Proposed Solutions

Continue to work with the MOH Health Promotion Unit to use evidence based approaches in designing routine activities.

Plans for Next Quarter

- Support GRZ to develop the communication strategy for Safe Motherhood Campaign.
- Finalize the following products: TV and radio spots for World Breastfeeding Week, flyer to promote breastfeeding, and brochure on the first 1,000 critical days of nutrition.
- Prepare for the second round of the Child Health Week activities in November.

IR 2: GRZ use of evidence-based health communications approaches increased

Sub-IR 2.1: M&E frameworks for IEC/BCC interventions strengthened

Major Tasks

National HIV/AIDS M&E Framework Strengthened

CSH participated in the review of the NAC Activity Reporting Form (NARF) based on the revised national HIV M&E Plan. The NARF will be used to capture data from the grassroots to the national level. The reporting forms are still under review.

National HIV/AIDS M&E Theme Group

CSH participated in the national HIV/AIDS M&E Theme group meetings. During these meetings, the Theme group requested that CSH conduct formative research training(s) for Theme Group members, and further suggested that the training(s) take place in November 2011.

Campaign Monitoring

CSH M&E team developed a project activity tracking tool. The tool will be operationalized next quarter. CSH has also designed tools to specifically monitor campaigns, which will be finalized next quarter.

Plans for Next Quarter

- Support NAC to print 5,000 copies of the newly developed national HIV&AIDS M&E plan 2011-2015.
- Finalize the revisions to the NARF with NAC.
- Finalize the National Malaria M&E Plan 2011-2015 with NMCC.
- Engage a consultant to develop a BCC and campaign tracking database to provide a mechanism for CSH and the GRZ to monitor and track all health BCC interventions. The data collected will be used to inform future campaigns and act as a databank for the Health Promotion Unit at MOH. The database will be a data source for the monitoring and evaluating of health promotion activities of the GRZ.
- Finalize internal activity tracking tool and tools to monitor campaigns

Sub-IR 2.2: GRZ capacity to conduct formative research to develop national health communications campaigns improved

Major Tasks

Involvement of GRZ Staff in Formative Research

CSH, in collaboration with GRZ, conducted formative research for the Safe Motherhood campaign. The GRZ staff who participated in the formative research training supervised the safe motherhood formative research exercise in Eastern and Copperbelt provinces. This enabled them to put into use the information and skills learnt during the formative research training.

Challenges

GRZ staff did not fully participate in the training because of differing views on allowances.

Proposed Solutions

Include CSH activities in MOH work plan to ensure that GRZ will fund allowances for their staff.

Plans for Next Quarter

- Conduct a second formative research TOT workshop. Selected participants from the first training will conduct further trainings with remaining national level GRZ staff and partners, including MOH, NAC, and NMCC in November 2011.

IR 3: Local Capacity to Support Sustained Implementation of IEC/BCC Activities Strengthened

Sub-IR 3.1: Capacity of HCRC and Talkline to manage information on IEC/BCC interventions improved

Major Tasks

CHAMP 990 Talkline

The grant to CHAMP for the expansion of the 990 Talkline was approved and implementation began on 1st August, 2011. CHAMP staff attended a two day orientation organized by CSH about rules and regulations for sub-grantees and sub-contractors. With the grant, the 990 *Talkline* has so far:

- Initiated the recruitment of additional telephone counselors to provide telephonic counseling services on the expanded *Talkline* health areas.

Afya Mzuri Dziwani Health Communication Resource Centre (HCRC)

The grant to Afya Mzuri for the expansion of the Dziwani HCRC was approved. Grant implementation began 1st June, 2011. Afya Mzuri staff attended the two day orientation organized by CSH about rules and regulations for sub-grantees and sub-contractors. Since having been awarded the grant, Afya Mzuri has:

- Strengthened its staff by hiring a Resource Center Manager, IT/Web Officer, Administrative Assistant and Driver.
- Increased its physical space by renovating the garage area in order to be used as a communication materials archive, and adding an *insaka* (thatched covered area) outside to be used for learning activities.
- Expanded the HCRC materials collection by adding CSH IEC/BCC nutrition materials.
- Seen an increase in public access from 1,757 users in June to 1,977 in August.

Sub-contracts to provide IT and Marketing services to grantees

Chemonics International engaged Danya International to provide IT support services to both CHAMP and Afya Mzuri. McCann Healthcare have been sub-contracted to provide marketing support services to the two local institutions. Since the award of the sub-contract for IT support services, Danya International have conducted a thorough assessment of the current information technology (IT) infrastructure at Afya Mzuri and the Dziwani HCRC. The Dziwani HCRC is currently testing a prototype IT web portal which will enable remote access to all the resource's information about projects implementing IEC/BCC activities and their materials.

McCann Healthcare is conducting marketing research to inform the content of the short and long term marketing strategies for both the Dziwani HCRC and the 990 Talkline.

Products and Outputs:

- Sub-grant to CHAMP
- Sub-grant to Afya Mzuri
- Sub-contracts to Danya Int. and McCann Healthcare
- IT assessment report for Afya Mzuri and Dziwani HCRC
- Prototype online portal for Afya Mzuri

Plans for Next Quarter

- Support the completion of the market research by McCann to support the development of the marketing strategies for the expanded Dziwani HCRC and 990 Talkline.
- Monitor sub-grantee activities.

Sub-IR 3.2: Capacity of MOH and NMCC to manage IEC/BCC interventions improved

Major Tasks

IEC/BCC materials development Guidelines

CSH developed draft IEC/ BCC materials development guidelines. The guidelines will strengthen the capacity of users to produce, pretest, and review IEC/BCC materials. Furthermore, the guidelines will help standardize the process of developing communication campaigns and BCC materials in Zambia.

TOT Behavior Centered Programming (BCP) Training

CSH conducted the second BCP TOT training for seven MOH Senior Provincial Health Education Officers in July. The participants developed action plans to roll out the BCP training to their districts and communities. The MOH Senior Provincial Health Education Officers and ZISSP will lead the roll out of the trainings at district and community level.

The third BCP training was conducted from 26-30 September, 2011. Participants included ZISSP Community Health Mobilization Officers, SHARe II, ZPCT II and MOH Provincial Health Education Officers. A total of eleven participants were trained as trainers. They will be responsible for rolling out the BCP training to the districts and communities where they are currently working.

Communication Strategies

This quarter CSH provided technical assistance to MOH, NAC and NMCC to develop the national HIV/AIDS and Malaria communication strategies. Both strategies are aligned to the new strategic frameworks for 2011-2015. CSH supported two national stakeholder meetings to review and validate each strategy and agree on the roadmap towards completion.

In addition, MOH requested CSH to support the development of the national Male Circumcision (MC) Communication Strategy. CSH provided technical and financial support for a national stakeholder workshop to develop the MC communication strategy that is aligned to the Zambia MC operational plan 2009-2012. Society for Family Health (SFH) is writing the first draft of the strategy.

Redesign of GRZ communication Materials

CSH supported MOH in initiating the process to review and redesign *Your Health Matters* television program. A consultant will conduct a study to assess the current TV program and use the findings to redesign the show. A local consultant has been engaged to conduct the assessment while the research protocol has been submitted to the Ethics Review Board for approval.

CSH supported NAC to hold a workshop to review the terms of reference for the NAC editorial team, as well as review the design and format of the NAC newsletter and the fact sheets. The review is ongoing.

Products and Outputs:

- IEC/BCC Materials Development Guidelines
 - Draft guidelines
- TOT BCP Training
 - 18 individuals trained (9 MOH Senior Provincial Health Education Officers, 7 ZISSP Community Health Mobilization Officers, 1 from SHARE II, 1 from ZPCT II)
 - Final draft of the BCC Tool kit
- Communication Strategies
 - Draft National HIV/AIDS Communication and Advocacy Strategy
 - Draft National Malaria Communication Strategy
 - Draft Male Circumcision Communication Strategy

Challenges

BCC TOTs planned for 2011 did not achieve the targeted number of staff from GRZ to be trained due to challenges in payment of allowances, such as out of pocket and incidentals.

Proposed Solutions

CSH will organize and in-house BCP orientation for the remaining staff at MOH and NMCC using the quick guide. The BCC embedded staff at MOH and NMCC will work closely with their GRZ colleagues to achieve this.

Plans for Next Quarter

- Finalize IEC/BCC materials development guidelines.
- Print and distribute the BCC tool kit.
- Conduct fourth BCC TOT for NAC provincial staff 5-9 December, 2011.
- Present TORs for validation to the National IEC/BCC TWG and send for print.
- Finalize, print, and disseminate the Male Circumcision and Malaria communication strategies.
- Support NAC to launch and disseminate the National HIV/AIDS Communication and Advocacy Strategy during the Prevention Convention.
- Conduct second formative research training.

Sub-IR 3.3: Private Sector Participation Increased

Major Tasks

Private Sector Partnerships

In the previous quarter, CSH held discussions with telecommunication companies (Airtel, MTN) to explore possible areas of collaboration in health activities, such as sending health messages through SMS. CSH was advised to first obtain permission to disseminate bulk health messages from the Zambia Information and Communications Technology Authority (ZICTA), the telecommunications regulator in Zambia. This quarter, CSH received approval from ZICTA to send SMS health messages.

Civil Society Organizations (CSOs)

CSH issued a request for proposals (RFP) to engage Civil Society Organizations (CSOs) to support national health campaigns. CSOs will implement components of the campaigns at community level. 140 applications were received, out of which five were selected following review. The CSOs are Latkings Outreach Program, Pride Community Health, Action for Social Development Foundation, SAFAIDS, and Luanshya Support Group. CSH is currently working on the finalization of the sub-contracts for the five selected organizations.

Products and Outputs:

- RFP for CSOs to implement national health campaigns at community level issued
 - 5 CSOs identified and selected

Challenges

It took a long time for CSH to obtain ZICTA's permission on the dissemination of health messages through mobile phones.

Proposed Solutions

CSH sought blanket permission from ZICTA to cover the dissemination of health messages under all the project's campaigns, to avoid having to request for ZICTA approval for individual activities.

Plans for Next Quarter

- Finalize process to engage selected CSOs and disburse funds, and orient CSOs on the CSH BCC approach.
- To gain private sector support and buy-in to implement campaign activities.
- Reopen discussions with Airtel and MTN to determine which activities to implement.

Sub-IR 3.4: IEC/BCC Capacity Building Program for local Institutions Strengthened

Major Tasks

Assessment of Local Training Institutions

CSH identified a consultant to assess existing IEC/BCC courses on offer in local training institutions. The assessment will provide guidance on the gaps and needs in BCC trainings in institutions of higher learning in Zambia. CSH will support the review and strengthening of existing BCC training curricula. A research protocol has been developed and submitted to the International Research Board for approval.

Products and Outputs

- Research protocol

Plans for Next Quarter

- Conduct assessment of IEC/BCC courses and institutions.
- Based on assessment results, determine training institutions to work with.

IR 4: Coordination of IEC/BCC activities between USG projects increased

Sub-IR 4.1: IEC and BCC planning between USG bilateral programs increased

Major Tasks

IEC/BCC USG Partners Coordination Meeting

The partners did not have a coordination meeting for this quarter due to scheduling conflicts among projects.

Partner Coordination

CSH supported other USG projects in their IEC/BCC activities. For example, CSH supported ZISSP to review Indoor Residual Spraying (IRS) IEC/BCC materials, and the curriculum for a community radio program on safe motherhood.

Products and Outputs:

- Technical support to ZISSP in developing IRS BCC materials and curriculum on community radio program on safe motherhood

Challenge

Because of different plans, it is very difficult to hold partner meetings as scheduled.

Proposed Solution

Coordinate IEC/BCC plans for 2012 amongst USG partners.

Plans for Next Quarter

- Plan and hold USG partners IEC/BCC coordination meeting.
- Finalize the USG IEC/BCC M&E coordination framework.
- Publish first IEC/BCC USAID Partners News Bulletin.
- Share draft work plans for IEC/BCC activities planned for 2012.

3. OPERATIONS AND ADMINISTRATION

Major tasks,

Strategic Activity Fund (SAF)

During the quarter, CSH signed and awarded a sub-grant to CHAMP. The SAF team conducted orientation training for the two sub-grantees to provide them with reference tools to guide them in preparation of activity and financial reporting.

Contracts issued this quarter included: Verve 101 for the production of monthly health newspaper insert; DAPEG for the reproduction of IEC/BCC materials for the *Safe Love* campaign; a consultant to conduct rapid assessment for *Your Health Matters*; and media houses to produce work in support of routine health activities.

Recruitment

CSH recruited a long term IT Specialist and a short term technical advisor.

General

CSH and home office staff held a two day team building session in September. The following week, CSH held a workshop to develop the project's 2012 work plan.

Plans for Next Quarter

- Finalize the contract for Media 365 to develop a 26 episode TV drama series to support the *Safe Love* campaign.
- Engage and award short term contracts to Civil Society Organizations.
- Recruit of Civil Society Specialist, M&E Specialist, and any other vacant positions that may arise.

